

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Enrollment Management

Unit Mission

The mission of the Rogers State University Unit of Enrollment Management is to assist students in realizing academic opportunities, developing relationships, and encouraging personal growth by providing effective and efficient services through recruitment, admission, registration and financial aid.

Goal (insert number): (Insert name of goal)
 This *Unit Action Plan* Specifically Supports Commitment(S) 1.4,2.1,2.3, 2.4, 3.4.

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development as needed	Encourage staff to become active in professional organizations and provide opportunity for staff to attend conferences and workshops related to their profession.	Increase membership in and attendance at professional organization events.	Increase number of professional development opportunities provided to staff.	70 % percent of all staff in Admissions, Registrar, and Financial Aid was able to attend and benefit from professional development. 30% attended multiple professional development activities. Key areas of needed that were able to benefit were Veteran Affairs, International Admission, and Financial Aid.	Standard Achieved
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	Develop a new structure for tracking students through the recruitment/enrollment funnel	New structure in place	Increased communication with prospective students	We have increased communication with prospective students though both automated and personal communication and follow up of admission representatives with students. Automated responses are now immediate when the students applies and timed throughout the recruitment cycle for sharing pertinent information at the correct time, such as near deadlines.	Standard Achieved

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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation and 4.2 Pursue optimal staffing throughout the university	Establish position responsible for certain retention related issues for students with no major and/or academic deficiencies	New structure in place	Communication with and structure for targeted students; Equitable retention staffing for all student populations	The student support coordinator position has been established and has coordinated with the various departmental retention specialists to provide better outreach to at risk students to increase retention for all students. Employed the new Early Alert System to identify and address students that were struggling and in need of assistance.	Standard Achieved
2.3 Involve all constituencies of the university in student recruitment and retention efforts	Have events and opportunities for University staff and faculty to participate in student recruitment	All Deans, Department Heads, Campus Directors educated on their roles/responsibilities in the University recruitment effort	Hold Campus-wide events bringing prospective students to campus and allow University staff and faculty to recruit by sharing what their departments offer	Destination RSU held October 12 and provided an opportunity for University staff and faculty to participate in student recruitment/ Early Enrollment Day held March 29 th . Students groups as well as faculty and staff participated in this recruitment and enrollment effort. TPS Days (4) – We brought Tulsa Public Students on campus to visit with faculty and staff as part of a recruitment experience.	Standard Achieved
3.4 Increase enrollment of minority populations	Work with local high schools with high numbers of minority students to arrange special recruitment days to bring these students to campus	Common Data Set, IPEDS reporting	Increase the ethnic diversity of incoming students to reflect the diversity of the service area	Held TPS Days and brought students from diverse high schools to RSU as a recruitment effort. Reduced the number of schools the Tulsa area recruiters are responsible for so they can focus more on diversity recruitment. Started our first Cherokee Promise cohort of Cherokee students. Starting our second cohort this Fall. Student population mirrors our service area in terms of diversity with slightly more diversity at RSU.	Standard Achieved and in Progress
3.4 Increase enrollment of minority populations	Coordinate with Cherokee Nation to establish ongoing cohort of Cherokee Scholars	Establishment of cohort with 24 students in first year; Common Data Set, IPEDS reporting	Increase the ethnic diversity of incoming students to reflect the diversity of the service area	Started our first Cherokee Promise cohort of Cherokee students. Starting our second cohort this Fall. Unable to recruit 24 qualified students for the first or second cohort. Still increasing diversity but at a slower rate.	Standard not achieved

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*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

Budget Request Supplement for Academic Year 2013-2014
Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	Establish position responsible for certain retention related issues for students with no major and/or academic deficiencies	One additional FTE	Estimated cost of salary and benefits: \$47,850	\$47,850		\$47,850	Yes Approved \$47,850